



SIGN /festival

[BFS]

TURIN - ALBA - BAROLO – MONTEMAGNO
OULX – WENZHOU (CHINA) – ASABA (NIGERIA)

10th edition

2025

EVENT RECOGNIZED BY



A widespread international journey through the applied arts of Plastic and Visual Arts, Design, Fashion, and Photography focused on the theme of the Agenda 2030 goals for the development of an inclusive and socially responsible society.

THE UPCYCLING DESIGN CONTEST

with the contribution and patronage of:



CITTA' DI TORINO



Comune di Barolo



Comune di Montemagno Monferrato



with the collaboration of:



2025 INTERNATIONAL COMPETITION OF FASHION & UPCYCLING

FOR THE INTERNATIONALIZATION OF EMERGING DESIGNERS

REGULATIONS

Art. 1 – DEFINITION

The "Independent Style" International Design Competition is a competition for stylists and designers (clothing, home furnishings, bags, glasses, shoes, jewelry, and objects) that takes place within the SIGN FESTIVAL (formerly Barolo Fashion Show), organized by the Cultural Association SIGN FESTIVAL ODV ETS in collaboration with Italian and international partners, with the aim of promoting the circular economy and creativity in the reuse of clothing and the appreciation of vintage.

Art. 2 – WHO CAN PARTICIPATE

Candidates who are at least 16 years old and who create fashion or design items can participate in the competition, with no upper age limit. For any minor contestants, the participation request must also be signed by their parents or legal guardians.

Art. 3 – THEME

Candidates must initially present their own creations that have already been made or that they intend to create. In addition to presenting said creations, finalists will be tasked with creating one or more upcycling creations during the final, following the process described below.

Before the Final, candidates must:

- 1) present exclusively eco-sustainable creative projects made with:
 - Organic / eco-sustainable fabrics
 - Recycled materials
 - Products from the circular economy (re-made, re-fashion, re-design)
 - Materials from reuse supply chains

The fashion projects presented must be designed with sustainable materials in the broadest sense of the term (by way of non-exhaustive example: organic fabrics, recycled fabrics or materials. Products from the circular economy: re-made, re-fashion, re-design, etc.). The creations presented by the contestants, in addition to the general parameters described in the following art. 11 of the regulations (Jury evaluation method), will also be evaluated for their sensitivity towards the current, and increasingly pressing, themes of ethical and socially aware fashion.

Following this, **only contestants admitted to the final must:**

- 2) **Create "live," during the two days of the Final event, an outfit or one or more UPCYCLING garments using exclusively items purchased during the 2 Final days at the "Balon" Vintage, Modern Art, and Antiques market on Saturday, October 11, and/or the "Gran Balon" on the morning of Sunday, October 12, 2025,** or face exclusion.

The "special" garment(s) must be made during the 2 days dedicated to the Contest.

Contestants will be given a budget of €100.00 (one hundred euros), provided by the Balon Merchants Association of Turin, with which they must choose and purchase fashion items (fabrics, clothing, accessories, haberdashery items) exclusively from vintage and used fashion accessory shops or stalls. The outfit or individual garments must therefore be an expression of creative reuse (upcycling), giving new life to reused items.

Contestants can therefore participate in the competition with a minimum of 1 upcycling creation made during the two days of the Final, in addition to a maximum of 4 additional outfits that can be presented in the first phase of the Competition, which must be – under penalty of exclusion – made with eco-sustainable materials or materials from reuse supply chains..

Art. 4 - THE PHASES OF THE COMPETITION – THE PROJECT MATERIALS

The Contest will take place in several phases, a preliminary one ("candidacy"), the design phase, and the Final, with the following methods:

PHASE 1 – FREE CANDIDACY

The number of participants is limited. Entries for the Contest must be submitted, in the manner provided by these regulations, **by 12:00 AM (00:00) on September 25, 2025,** using the registration form attached here or available on the websites www.signfestival.com, and must be sent, completed and signed in every part, to the email address: info@signfestival.com. In the case of minor Candidates, the signature of at least one parent must also be included for express approval of participation. The approval of participation in the Competition, at the unquestionable discretion of the Jury and the Competition organizers, will be communicated to the Candidates by **September 30, 2025.**

Participation in Phase 1) - CANDIDACY is completely free.

SUBMISSION OF PROJECT MATERIALS FOR PHASE 1) - CANDIDACY: contestants are required to submit, along with the participation request form, the fashion or design projects of the outfits they wish to present to the jury, in addition to the outfit(s) to be created "extemporaneously" during the 2-day event.

It is recommended to submit a descriptive presentation of the fashion project, accompanied by photographs or videos if the garments have already been created, or, if applicable, fashion sketches or technical drawings, by the time and date indicated above by sending it to the email address: info@signfestival.com. All projects will be published on the social channels of the festival and its event Partners.

Mentioned projects must consist of the following materials:

- Descriptive Project Sheet (a template is available upon request for illustrative purposes)
- Technical Sheet of the Fashion Project (materials used, pattern making or design, etc.)

In addition to the above, contestants may provide any other explanatory document for a better understanding of the project by the Jury, such as, by way of example:

- PDF of the fashion sketches / drawings strictly in PDF or .jpg format, originally signed by the Contestant
- Photographs or videos of the garments, possibly even worn

NOTE: Any applications received after the Phase 1 deadline will be considered, and possibly accepted, only if motivated by verifiable causes that have made it truly impossible to send them by the established date. This decision is at the exclusive and unquestionable discretion of the Associations organizing the Competition.

PHASE 2 – THE SELECTIONS

Candidates admitted to the selections will be required to present from 1 to a maximum of 4 creations **by 12:00 AM 00:00 on Sunday, October 5, 2025**. They must, therefore, send videos and photographs of their creations (minimum one and maximum four) to the organization in the formats and types requested by the Jury or organizers, which will be communicated to the candidates admitted to this phase and also published on the organizers' communication channels. The finished garments can then be delivered directly by the contestants to the organization on the day the "live" phase begins, Saturday, October 11, or shipped in time to arrive by Thursday, October 9, 2025.

The cost of participation in the Selections is set at €200.00, to be paid **by October 5, 2025**, using a method that will be communicated to the selected candidates. In the event that a Candidate fails to fulfil this obligation, the organizers will have the right to decide whether to replace the candidate with the first one excluded in Phase 1 based on the rankings resulting from the judgments perfected by the Jury.

PHASE 3 – THE FINAL

The number of participants in the final is limited and will be communicated during the Contest. **The Final will take place on Saturday, October 11 and Sunday, October 12, 2025, in Turin – Borgo Dora. The contestants admitted to the Final will be decided by the Jury by September 30, 2025.**

“LIVE” PROJECT DURING THE FINAL: during the 2 days of the Sign Festival dedicated also to the Contest, the Contestants will be required to create **at least one upcycling creation**. On the morning of Saturday, October 10, 2025, candidates will be given a **budget of €100.00** (one hundred euros) provided by the Balon Merchants Association, the historic market of vintage, modern art, collectibles, and antiques in Turin (www.balon.it). With this amount, **contestants must purchase vintage fashion materials, accessories, and haberdashery** (e.g., zips, buttons, etc.) or reuse materials with which they must create the upcycling garment(s) **by 15:00 on Sunday, October 12**, using only these materials. Everything needed for the creation (sewing machines, irons, etc.) will be made available by the organization in a special area for contestants to use.

It is specified that haberdashery items to be used for the “live” creation may also be new, purchased on-site or previously bought by the contestants, without this affecting the €100.00 (one hundred euro) budget provided by the Balon Merchants Association.

All purchases must be documented photographically, also by filling out a specific form provided by the competition organization during the meeting on Saturday morning.

Contestants can access the equipped spaces for creation during the following hours:

- Saturday, October 11 from 12:00 to 20:00
- Sunday, October 12 from 9:00 to 14:30

The spaces will be equipped with sewing machines, irons, mannequins, sewing kits. Group support: each contestant can make use of a maximum of 2 assistants (registered at the time of presentation on the morning of Saturday, October 11).

JURY MEETING: the Jury will meet with each candidate from approximately 15:30 to 18:30, before the final fashion show or performance and the announcement of the winners. During the day, interviews may also take place with the **Delegation** organized by **ANGI** – Associazione Nuova Generazione Italo-Cinesi (Association of New Italian-Chinese Generation), which will evaluate the creations and, at its unquestionable discretion, decide whether to award special prizes.

Finalists will be required to participate in the final with the creations made for a maximum of 4 outfits and the “special” outfit or garment(s) created during the “live” phase of the 2-day event, or, without this in any way affecting the final judgment, by sending the creations – at their own expense – to allow their exhibition to the Jury and the public present. The participant in the Competition agrees to publish, on any communication medium produced in the conduct of this contract or in future communications of the Competition (by way of non-exhaustive example: videos, photographs, promotional and advertising prints or graphics of the Competition, the Barolo Fashion Show, the South Italy Fashion Week, or related events, publications on web or social media channels, etc.), their own reference and Brands, even if in the future the same company references (logos, names, etc.) are modified. The decisions of the

Jury are final. The Final, at the sole discretion of the organizers, may be held "online" if it is not possible for organizational, regulatory, or opportunistic reasons to guarantee its safe execution.

DETAILED FINAL PROGRAM:

Saturday, October 11 - morning:

- Delivery of the €100 budget to finalists
- Mandatory purchases at the Balon vintage market on Saturday, October 11 and/or the Gran Balon on Sunday, October 12
- Photographic documentation of all purchases
- Start of "live" garment creation
- Equipment provided: sewing machines, irons, accessories

Sunday, October 12:

- | | |
|--------------------|--|
| 15:00 | final deadline for "live" garment/outfit submission |
| 15:30-18:30 | individual interviews with the Technical Jury |
| 21:00 | final fashion show or performance and award ceremony |

Art. 5 - THE JURY

The Jury will be composed of experts in the various sectors related to fashion and design (home furnishings, objects, fashion accessories, jewelry, and jewels). The composition of the Jury is at the complete discretion of the Competition Management. The Jury will be coordinated by a Jury President and assisted in the selection and voting operations by a Jury Secretary without voting rights, who will oversee the voting and result counting operations. The Jury may include one or more honorary jurors.

Art. 6 – THE PRIZES

The Competition Prizes consist of services useful for starting or growing a career as a professional in the fashion or design sector. For the first time in the competition's history, cash prizes are also provided, as well as services to support professional growth. Additional prizes made available by Partners or Sponsors of the event may be communicated during the competition.

The Prizes **VALID FOR BOTH CATEGORIES**, defined at the time of publication of the Regulations, are:

1st PRIZE

- €1,000.00 in vouchers for shops affiliated with the Balon Merchants Association or event partner companies
- Complimentary participation in the **Moema Academy Fashion Hub – South Italy Fashion Week** internship (Branding, Storytelling, and Digital Strategy workshop)
- Complimentary Marketing consultation
- Fashion photography service
- Technical supplies of products or services, including training, from Technical Sponsors

2nd PRIZE

- €500.00 in vouchers for shops affiliated with the Balon Merchants Association or event partner companies
- Complimentary participation in the Moema Academy Fashion Hub - South Italy Fashion Week internship
- Fashion photography service
- Technical supplies of products or services, including training, from Technical Sponsors

3rd PRIZE

- Complimentary participation in the Moema Academy Fashion Hub - South Italy Fashion Week internship
- €250.00 in vouchers for shops affiliated with the Balon Merchants Association or event partner companies
- Fashion photography service

The Competition Management reserves the right to add further Prizes at any time. The fashion photography service may be in collaboration with other designers at the unquestionable discretion of the appointed Stylist.

Art. 7 – REGISTRATION FEES

The registration fee for the Competition is set at:

- FREE for PHASE 1
- €200.00 for participation following the preliminary selection (PHASE 2 and PHASE 3)

Payment is expected in a single installment. A regular receipt or equivalent fiscal document will be issued by one of the organizers.

Art. 8 – SERVICES GUARANTEED BY THE ORGANIZATION

The organization ensures the following services to each participant:

- Sending of forms for project presentation templates
- Communication support to notify participation in the competition through personalized material
- Publication of fashion sketches and creations on the event's communication channels
- Possible interview for publication on event media
- Free participation in all Festival events (seminars, talks, interviews, courses, and workshops)
- Use of equipment (sewing machines, irons, etc.) for the creation of upcycling items during the 2 days of the event before their delivery to the organization for judging by the Jury and for the preparation of the final fashion show or performance. The organization provides only the basic equipment; specific materials are the responsibility of the contestants.
- **Technical services related to the "live" event of the Final** (models, make-up, hair style, assistants, stylist, etc.)

Art. 9 – WITHDRAWAL AND REIMBURSEMENT OF EXPENSES

If a Contestant decides to withdraw from the Competition, they will not be entitled to a refund of the amount paid for participation. No expense reimbursement will be paid to the contestants, for any reason and at any stage of the competition. All personal expenses for participation in the competition, as well as for any sending of creations and shipping costs for their return, will be exclusively the responsibility of the participant, who may, without any obligation, use the services made available by Competition Partners at discounted rates, such as Accommodation Facilities, Catering Facilities, etc. (The references on the competition's website and social media channels will be communicated directly to participants).

Art. 10 – EXCLUSION FROM THE COMPETITION

The Organization may, at any time, exclude a contestant from the competition who does not comply with these regulations or who, with their behavior, hinders its proper continuation or damages its overall image, at the unquestionable discretion of the Jury or the event management.

Serious valid reasons for exclusion from the competition include the inauthenticity of the design proposals or the fashion garments created for the Competition.

In order to verify their originality and the absence of any irregularities, the Jury or the Competition Management may decide to have the garments shipped, entirely at the participant's expense, to an address that will be indicated in such a case.

This may occur to examine the garments before the end of the competition, and they may also request photographic or video documentation of the creation phases.

In case of exclusion, no refund of the registration fee is provided, in addition to any claims for image damages by the organizers.

NOTE: all candidates are advised to take video or photographic footage of the creative processes of what is presented.

Art. 11 - JURY EVALUATION METHOD

The creative proposals of the Competition participants will be evaluated by the Technical Jury of the Competition based on the following parameters:

<u>CRITERION</u>	<u>POINTS</u>	<u>DESCRIPTION</u>
Creativity	max 10	Originality, creative flair, uniqueness of the concept
Identity	max 10	Overall coherence of the proposal
Aesthetic aspect	max 10	Harmony, beauty of the individual parts and of the creations as a whole
Innovation	max 10	Ability to conceive a new style, new product concepts, the use of chosen materials
Sustainability	max 10	Ability to conceive creations with a view to sustainability
Execution and manufacturing	max 10	Ability in the practical execution of the proposals created "live"

Art. 12 – LIABILITY

The organization and its respective organizational Partners are relieved of any responsibility regarding the content of the material provided and any liability related to third parties, companies, or legal entities, as the service in question is provided solely as a mere means of work.

By the act of registration, the Contestant agrees that the event Management may transfer images, video documentation, or any other type of documentation to Third Parties who, being entitled, may raise objections regarding the violation of intellectual or industrial property rights.

By signing the registration form, the participant authorizes, under their exclusive responsibility, the publication – now and for the future – of their trademarks, names, and video and/or photographic material, relieving the organizers, and those who manage the communication on their behalf, from any liability regarding the possible presence of trademarks that the contestant is not entitled to use, or from any other form of claims for damages that may arise from third parties.

Candidates undertake, in the creation of the garments or creations entered in the competition, not to violate the intellectual or industrial property rights of third parties.

In this regard, the candidates personally undertake to indemnify or eventually reimburse the organizers for any possible damage, burden, or expense in the event of claims advanced by third parties in relation to the models created as well as for any other prejudice claimed by third parties.

Art. 13 – RIGHTS TO SUBMITTED MATERIAL

All material submitted by each contestant, fashion sketches, and the collection of photos and videos of their creations, may be published at any time on the organization's web, social, or “traditional” communication channels and by any partner authorized by the latter, with the designer being credited.

Candidates agree, without any claim to usage rights, that the images or video reproductions may be used in future publications, including upcoming editions, and may also be used for multi-channel advertising campaigns of the Competition or other related events organized by the "SIGN FESTIVAL" Cultural Association or its Partners, with the designer being credited where possible.

Art. 14 – VARIATIONS AND PARTIAL OR TOTAL CANCELLATION

If the contest is canceled due to an event beyond our control, you can either get a refund of your entry fee or use that fee for a different event organized by us or our partners, at your discretion.

The organization has the right to change the dates and locations of the competition, either in part or completely. If we do this, you will not be entitled to any refund, not even a partial one.

Art. 15 – ACCEPTANCE OF THE CALL FOR ENTRIES

By completing and signing the call for entries, which serves as the registration form, candidates expressly accept all the conditions expressed in these regulations as well as the future decisions of the Jury and the Competition Management, and they undertake not to challenge them in any way and not to criticize them publicly, under penalty of a potential claim for image damages by the organizers and possibly by the individual members of the Jury.

The signing of the participation regulations by filling out the relevant application form implies the full acceptance of the same regulations in their entirety.

Art. 16 – DISPUTES

For any disputes that may arise between the organization and the candidate of the Competition, or on the part of those who may act as their representatives in the case of a minor participant, the Court of Turin is elected as the competent court.

For information and clarifications, contact:

The Organizing Secretariat

Independent Style – contest@independentstyle.it

Barolo Fashion Show – info@signfestival.com

SUMMARY OF THE COMPETITION PHASES

PHASE	DEADLINE	MATERIALS TO BE SUBMITTED
Registration and project submission deadline	25 September 2025	Descriptive projects + fashion sketches / drawings
Notification of admission to the Final Phase	30 September 2025	The Secretariat will send a specific notification email to the admitted contestants with instructions for the subsequent phases
Deadline for payment of registration for those admitted to the Final Phase	05 October 2025	Payment of the participation fee by the finalists via methods that will be communicated by the organization
Start of the extemporaneous competition for the creation of upcycling garments	11 October 2025 morning	Delivery of pre-existing garments by contestants (if not already delivered or shipped previously). , Delivery of the €100 budget to the contestants., Opening of the workstations.
Submission of upcycling work(s)	15:00 12 October 2025	Delivery of the "live" upcycling creations and accompanying documents
FINAL AND FASHION SHOW OR FASHION PERFORMANCE	21:00 12 October 2025	Finalists must submit at least 1 creation. <ul style="list-style-type: none"> ● <u>If shipped</u>, by 8 October 2025, to an address that will be provided by the organization ● <u>If in person</u>, by 12:00 on October 11, 2025, the start day of the “two-day” Final

INDEPENDENT STYLE CONTEST REGISTRATION FORM

The Undersigned Full Name _____ Born in _____ (____),

on ___/___/_____, Tax Code. _____, Residing in_(____), in Via/C.so/Piazza _____

_____, House Number _____, VAT.* _____, Mob. _____

E-mail _____@_____.

Brand Name _____ Website _____

(if it exists and is different from your last name)

Social media: FB facebook.com/ _____ IG: instagram.com/ _____

Other communication channels: _____

Number of Outfits/Creations you plan to enter (from 1 to 4): ____

* if you have a VAT number

Your Request

You are applying for admission to the Independent Style contest for stylists and designers.

Your Declaration

You have read and fully accept the general rules of the contest and will not hold the organizers responsible for any damage to people or things that may occur during the event.

You understand and accept all terms of participation and the contract, and you agree to accept any decisions made by the organizers or the Jury.

Authorization

You give permission for any photos, audio, or video taken of your creations during the contest, including preparatory phases, to be used for commercial or promotional purposes. You also authorize their transfer to third parties.

EXPRESSLY AUTHORIZES

the collection and processing of personal data acquired for participation and authorizes its use for communications, including future ones, related to activities in the fashion-design field and grants authorization for its transfer to third parties for commercial communications.

Finally, declares to expressly accept the contractual clauses of the regulations in articles nos.

2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10 / 11 / 12 / 13 / 14 / 15 / 16.

At _____, on ___ / ___ / _____
[Place] [Date]

Sincerely
[full signature]

INDEPENDENT STYLE CONTEST REGISTRATION FORM
MINOR CONTESTANT

The Undersigned Full name _____ born in _____ (____),
on ____/____/____, Tax Code _____, residing in ____ (____), in Via/C.so/Piazza _____
_____, civ. _____, Mob. _____, E-mail _____
_____@_____.

Brand Name _____ website _____
[Brand Name if existing and different from Surname]

Social: FB facebook.com/_____ IG: instagram.com/_____

Other communication channels: _____

Number of Outfits/Creations with which you intend to participate (from 1 to 4): ____

REQUESTS

to be admitted to the Competition for stylists and designers called Independent Style and, to this end.

DECLARES

to have read the general regulations of the Independent Style Competition and to fully accept its conditions, relieving the organization of any responsibility for damages to persons or property that may occur during the event. Furthermore, declares to have understood the regulations and to accept all the terms of participation and the relative contract and undertakes to accept any decision in the matter by the organizers of the competition and/or the Jury.

AUTHORIZES

the use of any photographic, audio-video footage that will be made of their creations throughout the competition, including in the preparatory phases, also for commercial purposes or for the promotion of the competition, and authorizes from now on the possible transfer to third parties.

EXPRESSLY AUTHORIZES

the collection and processing of personal data acquired for participation and authorizes its use for communications, including future ones, related to activities in the fashion-design field and grants authorization for its transfer to third parties for commercial communications. Finally, declares to expressly accept the contractual clauses of the regulations in articles nos. 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10 / 11 / 12 / 13 / 14 / 15 / 16.

At _____, on ____/____/____
[Place] [Date]

Sincerely
[full signature of the contestant]

Sincerely
[full signature of a parent]

PERSONAL DATA PROCESSING: INFORMATION

Pursuant to the GDPR on Privacy, we inform you of the following:

Purpose and Methods of data processing

The data you provide by filling out this document is collected and stored in both paper and electronic form (registered and stored in a specific restricted-access database in a dedicated table).

This data is processed using manual, computer, and telematic tools, with a guarantee of security and confidentiality and with the commitment not to disseminate or communicate it to third parties, except for external companies or professionals as necessary for administrative, commercial, bureaucratic, and fiscal obligations related to the satisfaction of your request for the supply of goods and/or services.

The Data Controller and Processor is the Cultural Association "SIGN FESTIVAL" ODV ETS with registered office in Via Sanfront, 124 in Turin - 10138 - e-mail: info@signfestival.com - contest@independentstyle.it, which you can contact for any need or clarification.

The purpose of this data collection is to complete the bureaucratic and administrative procedures directly related to your request for the provision of goods and/or services by the Cultural Association "SIGN FESTIVAL" ODV ETS or by its organizational partners who are pre-authorized to use such data also for sending future commercial, advertising, and marketing communications.

In relation to this data, you can exercise the rights provided for by the legislation and in particular you can at any time request its modification or deletion, which can only be prevented when the data retention is mandatory by Law.

By affixing your signature below on this sheet, you declare that you have read the above in its entirety and consequently give your approval and consent to the processing of your personal data in the terms described above.

DATE ____/____/____

Signature of the person entitled to grant
authorization and consent regarding PRIVACY
(data processing).